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SUBJECT: MEDIA REACTION - IPR

On May 8, conservative, independent daily "La Tercera" (circ. 102,000) ran an editorial entitled, "Intellectual Property Rights." Quote:

"If commercial openness has been one of the cornerstones of Chile's economic growth, the obligations it has acquired in the framework of the country's free trade agreements must be upheld...and the application and enforcement of its laws must be aligned with the country's commercial commitments.... In Chile, the U.S. Ambassador has reiterated that IPR is now the main U.S. concern. But the GOC and the local pharmaceutical industry have failed to recognize that the deficiencies denounced are their responsibility and claim to be performing within the legal framework.... Although it is true that many local laboratories do conduct responsible research and marketing, some take advantage of the lack of coordination among local entities to market pharmaceuticals without a patent.... Chile must once and for all realize that the respect of intellectual and industrial property rights is an asset that has a critical impact on development. The country's commercial reputation is the result of years of work among all sectors. It is not helpful to relax on such an important matter."

KELLY